



**MARKETING, OUTREACH AND ENROLLMENT ASSISTANCE ADVISORY  
GROUP MEETING**

December 20, 2016, 1:00pm- 3:00pm

# CHAIR'S WELCOME

Anthony Wright, Chair

# EXECUTIVE DIRECTOR'S WELCOME

Peter V. Lee, Executive Director

# ENROLLMENT UPDATE

## Covered California Enrollment Surged for January Coverage

- **New consumers are signing up for coverage:**
  - **67,000** selected a plan between December 13-16<sup>th</sup>
  - **19,000** on Wednesday December 14<sup>th</sup>
  - **23,000** on Thursday December 15<sup>th</sup>
- **196,000** consumers have newly signed up during Open Enrollment 4 as of December 15<sup>th</sup>
- **1.2 million** existing consumers have renewed their coverage as of December 13<sup>th</sup>

# DEADLINE EXTENDED

**Consumers will have until midnight, December 19th to enroll in a plan that would take effect January 1, 2017**

- **2017 Open Enrollment Deadlines:**
  - **December 19, 2016 for coverage beginning on January 1, 2017**
  - **January 15, 2017 for coverage beginning on February 1, 2017**
  - **January 31, 2017 for coverage beginning on March 1, 2017**

# CONSUMER MESSAGING

Peter V. Lee, Executive Director

# CONSUMER MESSAGING: FAQs

## Providing a Clear Message to Consumers in Changing Times

- Provides resource for partners enrolling consumers
- Helps answer questions on health insurance options for 2017
- Includes information on a variety of topics:
  - Addresses the 2016 election and future of Covered California
  - Open enrollment dates
  - Deadlines
  - The value of health insurance



### Providing a Clear Message to Consumers in Changing Times

#### OPEN ENROLLMENT 2017

Every open-enrollment period leads to questions from consumers about their health insurance options. For 2017, with the recent presidential election, this is truer than ever.

This set of "Frequently Asked Questions" provides a resource for the tens of thousands of our partners across the state who are helping Californians get and keep health insurance. The core facts for consumers are the same this year as they have been for the last four:

- Those who have a health plan through Covered California or Medi-Cal, and those seeking health insurance, should know that we are here and our doors are open to help them get coverage in 2017.
- Having health insurance is important to protect your health and financial future. Broken bones, disease and other chronic conditions can happen at any time.
- Open enrollment is the one time each year — if your circumstances have not changed — that health plans must take everyone who wishes to sign up. The vast majority of Californians who enroll through Covered California (90 percent) qualify for significant financial help to pay their premium. Many more qualifying for Medi-Cal (which has year-round enrollment).
- We want to encourage Californians to sign up by Dec. 15 so that coverage starts on Jan. 1, 2017. But anyone can sign up as late as Jan. 31, 2017. Every day you go without health insurance, you are rolling the dice that you may get sick and have huge medical bills that will haunt you for years.

Consumers may have questions regarding the future of their Covered California coverage in response to the presidential election results. The following messages help answer the most frequently asked questions. These messages will be updated constantly as new information becomes available.

#### ■ How is the election result impacting health coverage options through Covered California and Medi-Cal?

- The benefits, coverage and rates are locked down for 2017. Nothing has changed at this point. Covered California will continue to offer quality private plans and financial help in the form of premium assistance and cost-sharing reductions at the point of medical care. Medi-Cal enrollment is open year-round and eligible beneficiaries can receive full-scope benefits through managed care plans under state contracts.
- Change in Washington takes time; it does not happen overnight. Covered California will keep you aware of any changes that may affect you in future years, and looks forward to being part of the discussions about changes to the programs that are serving millions of Californians.

DECEMBER 2016

# CONSUMER MESSAGING: DISTRIBUTION

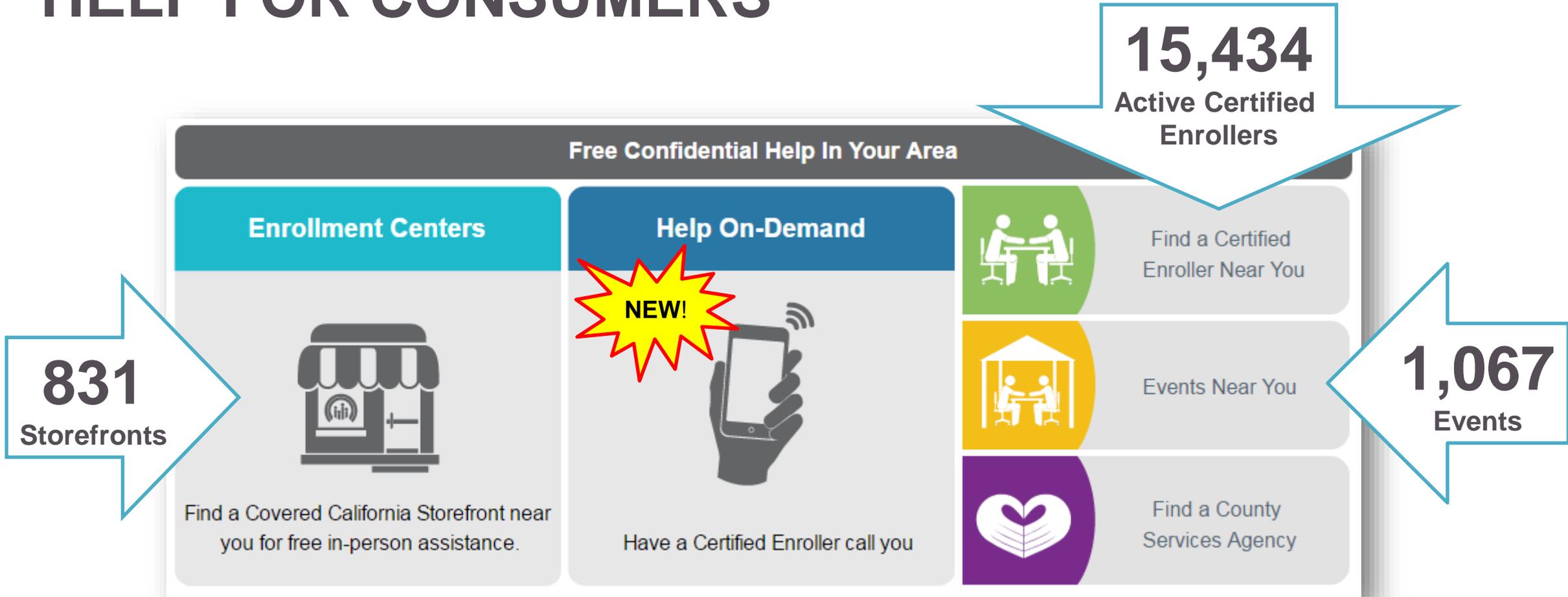
- Agents
- Navigators
- Service Center Representatives
- Covered California Staff
- Health Plan Partners
- Elected Officials

# FEEDBACK

# OUTREACH AND SALES UPDATE

Drew Kyler, Branch Chief, Outreach and Sales

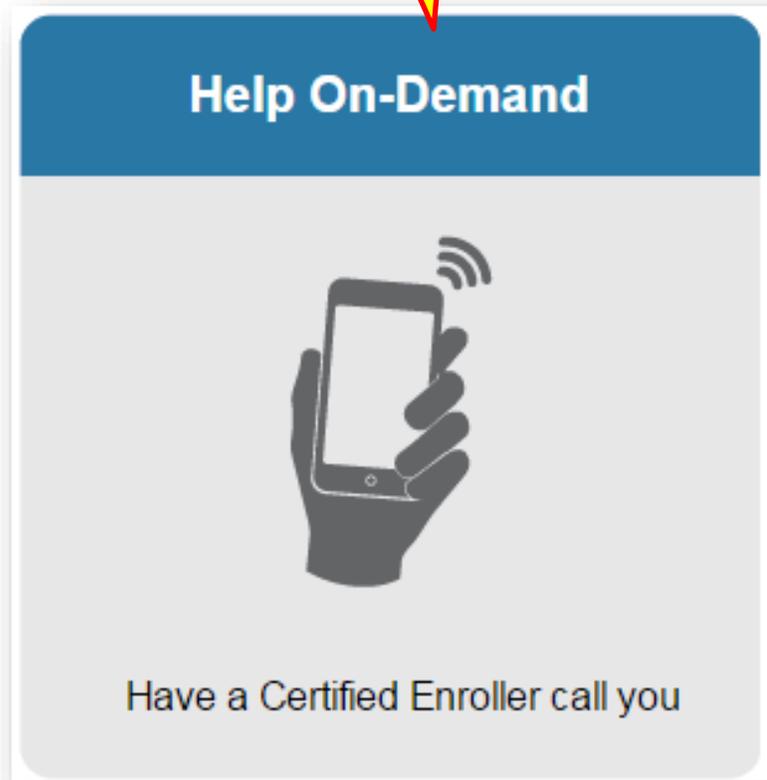
# OUTREACH AND SALES: LOCAL ENROLLMENT HELP FOR CONSUMERS





# HELP ON-DEMAND

Launched November 17, 2016



- Enrollment assistance **tool**
- Consumers with **NEW ENROLLMENT** only
- **Certified Expert Enrollers** with proven success
  - Includes Agents, Navigators, and Certified Application Entities
- **Call back** within 30 minutes\*
- **Located on CoveredCA.com:**  
<http://www.coveredca.com/get-help/local/>



\*30 minutes or less response time is expected during normal business hours (9am - 5pm) based on Certified Enroller availability. Weekends, holidays and after normal business hours contact times are subject to availability of Certified Enrollers.

# HELP ON-DEMAND: HOW IT WORKS

- Consumers **input their information**
- **Transmitted** to a Certified Enroller
- A Certified Enroller will **contact the consumer**
- To provide free, confidential assistance
- **Network of Certified Enrollers** consist of agents and navigators with proven enrollment success.



Please fill in your contact information below.  
ALL FIELDS ARE REQUIRED.

First name:

Last name:

Preferred Contact Method:

Cellphone:

Zip Code:

City:

Preferred Language:

Are you and your family members currently enrolled in a health insurance program?:

16 Other languages include:

- Spanish
- Korean
- Vietnamese
- Cantonese
- Mandarin
- Russian
- And More!

\*30 minutes or less response time is expected during normal business hours (9am - 5pm) based on Certified Enroller availability. Weekends, holidays and after normal business hours contact times are subject to availability of Certified Enrollers.



# WHITE HOUSE HEALTHY CAMPUS CHALLENGE

- **To engage** college campuses across the country in enrollment efforts.
- **To work** with college administrators and community leaders to reach the uninsured on campuses and in the communities.
- **Applications** to participate were due November 1, 2016.
- **Commit** to fulfill a set of **open enrollment outreach actions** by December 15, 2016.
- **White House point of contact** to provide technical assistance.



# WHITE HOUSE HEALTHY CAMPUS CHALLENGE

## California: 61 campuses in 22 counties

- **Region 1 – 8 campuses** (Butte, Humboldt, Napa, Sacramento, Siskiyou, Sutter, and Yolo)
- **Region 2 – 8 campuses** (Alameda, Contra Costa, San Francisco, San Mateo, and Santa Clara)
- **Region 3 – 9 campuses** (San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura)
- **Region 4 – 3 campuses** (Imperial, Kern, and San Joaquin)
- **Region 5 – 18 campuses** (Los Angeles)
- **Region 6 – 0 campuses** (29 Inland Empire campuses are working with Covered California and partners supporting open enrollment.)
- **Region 7 – 9 campuses** (Orange)
- **Region 8 – 6 campuses** (San Diego)



# WHITE HOUSE HEALTHY CAMPUS CHALLENGE

## Covered California Support:

- ✓ Outreach and Sales **Field Team leads the effort to support** California campuses participating in the Challenge.
- ✓ Field Representatives **discussed and identified enrollment strategies and tactics** with campus leads to fulfill the Challenge outreach actions.
- ✓ Field Representatives **coordinated enrollment support and provided enrollment resources** needed.

# WHITE HOUSE HEALTHY CAMPUS CHALLENGE

## California Campuses Activities:

- Having certified partners table outreach and enrollment events.
- Setting appointments for in-person enrollment with certified partners.
- Hosting large health fairs and student BBQs.
- Sending e-mails to students and faculty staff.
- Displaying open enrollment posters and brochures.
- Updating their health services webpage and posting information on their social media pages.
- Partnered with local organizations to promote open enrollment.
- Passing out fliers to students about open enrollment and free confidential assistance.

# OUTREACH AND SALES: ENROLLMENT SUPPORT

## How we support our certified partners:

- Coordinate **Enrollment Opportunities**
- Host **Webinars** for on-going trainings
- Email **News Briefs and Alerts** highlighting the latest news
- Update online **Tool Kits**
- Distribute **Sales Tools and Collateral Materials**

# OUTREACH AND SALES: SALES SERVICE CENTER



- Certified Insurance Agents
- Certified Enrollment Counselors
- Certified Plan-Based Enrollers
- Certified Medi-Cal Managed Care Enrollers

## Service Center Hours of Operation

Monday - Friday, 8:00 a.m. to 6:00 p.m.  
Saturdays and Sundays, Closed

### Holiday Closures:

Monday, December 26, Day after Christmas  
Monday, January 2, Day after New Year's Day.

### Agent Service Center

1-877-453-9198 | [agents@covered.ca.gov](mailto:agents@covered.ca.gov)

### CEC/PBE/MMCP Service Center

1-855-324-3147

### Covered California for Small Business (CCSB) Service Center

1-855-777-6782 | [shop@covered.ca.gov](mailto:shop@covered.ca.gov)

# FEEDBACK

# COMMUNICATIONS UPDATE

Lizelda Lopez, Deputy Director of Communications and Public Relations

# COVERED CALIFORNIA OPEN ENROLLMENT EFFORTS

## **Nov. 1 Media Roundtables in Los Angeles:**

- Chinese
- Korean

## **Media Tour: Nov. 12 – Nov. 20**

San Diego, Orange County, Los Angeles, Inland Empire, Coachella Valley, Bakersfield, Visalia, Fresno, Sacramento, Bay Area, San Jose and Santa Cruz

# EARNED MEDIA EFFORTS — A SUCCESS!

**Combined Impressions: 46,601,074**

(General, Spanish, API; Nov. 1 – Nov. 20)

**Estimated Ad Value: \$1,467,880.00**

# A FEW EXAMPLES...

**The Mercury News** WEATHER TODAY'S EDITION SUBSCRIBE NEWSLETTER

NEWS LOCAL SPORTS BUSINESS ENTERTAINMENT OBITUARIES THE CANNIFORNIAN

#FAITHFUL SINCE '46 ADERS.COM/TIX II VISA

## Obamacare: Key moves by Covered California helped keep premiums down

By TRACY SERRELL | 11/29/16 | @tracyserrell



Peter Lee, executive director of Covered California, the state's health insurance marketplace. (AP Photo/Thomas R. Hart)

The nation's ever-controversial health care law suffered a black eye last week after the federal government announced that next year's premiums for those who depend on the Affordable Care Act would increase by an average of 22 percent.

But the blow won't be as painful for most of the 1.4 million Californians who get their health coverage through Covered California, the state's health insurance exchange: The average 2017 premium increase will be 15.2 percent after two years of modest increases.

Healthcare experts say these are some of the reasons why:

- The Golden State was the first to establish its own insurance exchange under Obamacare, giving California a huge head start and allowing it to negotiate directly with insurers to

SHARE YOUR FAITH FAITHFUL SINCE '46 ADERS.COM/FAITHFULSINCE46 II

Click to Win! | Classifieds | Videos | Galleries Wednesday, December 14, 2016

**LOS ANGELES SENTINEL** MEDI-CAL

Photo of the Day | Legends | Cartoons | Events

Home News Business Editorials Entertainment Family Op

## Price Chapel AME Covered California Enrollment Center Hosts Reception

By Sentinel News Service  
Published November 9, 2016



Covered California enrollment center staff and Price Chapel members. (courtesy photo)

Reverend Benjamin Hollins and Price Chapel AME Lay Organization will host a reception for elected officials, community and church leaders on November 13, at 11:30 a.m., at the church's Covered California enrollment center located at 4000 W. Slauson Ave. in Los Angeles. "The Affordable Care Act (ACA) is here to stay."

With the onset of open enrollment on November 1, clergy and other leaders in the African American community are encouraging eligible individuals and families to enroll in a health care plan, join us to learn how you can help to make sure that the uninsured get the health care coverage they need and deserve.

Covered California's Executive Director, Peter V. Lee, will attend the event to answer your questions and share important information such as 2017 changes to the Affordable Care Act and new benefits to those enrolling through the Covered California health care exchange. Come and learn about the critical role Price Chapel and Crenshaw Health Partners enrollment centers will play in helping members of the African American community to enroll in a qualified health plan.

For additional information, please call (888) 792-5541 or (951) 905-8402.

**The San Diego Union-Tribune** SUBSCRIBE 12 weeks FREE

SECTIONS SEARCH CHARGERS LATEST MOST POPULAR TODAY'S PAPER JOBS HOMES DATE CUSTOMER HELP

HOW'S YOUR HEALTH CARE? LEARN MORE PHILADELPHIA HEALTH PLAN

## Covered CA director urges enrollees to ignore Trump-caused uncertainty

By Paul Simons - Contact Reporter



Peter Lee, executive director of Covered California, speaks during a 2016 outreach event in Hillcrest to promote open enrollment for the health exchange. (Simon-Tribune file photo)

Covered California, the state's health insurance exchange, is at a crossroads brought about by President-elect Donald Trump's vow to repeal at least parts of the Affordable Care Act.

Obamacare pays income-based subsidies to 87 percent of the 1.3 million Californians currently covered by plans sold through the exchange. Elimination of those payments could very well lead to mass cancellations by consumers no longer able to afford their insurance policies.

HOW'S YOUR HEALTH CARE? LEARN MORE PHILADELPHIA HEALTH PLAN

THE WINDOW OF OPPORTUNITY IS OPEN. LOOK INSIDE.

**Vida en el valle** Home | Subscriptions FULL MENU NEWS SPORTS ENTERTAINMENT OPINION

Global Winter Wonderland Magic of the Seasons Nov 25 - Jan 8 Tulare County Fairgrounds ALL NEW EXHIBITS

FRESH NOVEMBER 10, 2016 12:06 PM

## Fourth open enrollment started Nov. 1



Ivan Prado, outreach and enrollment supervisor at Golden Valley Health Centers in Merced talks to Celestrino Gonzalez during the kick-off of the open enrollment period on Nov. 1. **MARIA G. ORTIZ-BRIONES** - mortizbriones@vidaevalle.com

BY MARIA G. ORTIZ-BRIONES mortizbriones@vidaevalle.com

MERCED — On the first day of the fourth open enrollment period, Angelica Flores went to Golden Valley Health Centers on Childs Avenue in Merced to enroll for the first time in a Covered California health plan.

Flores, 26, had been without health coverage since June, when her income went up and she no longer met the

VIDEOS

# RECENT MEDIA PUSH

## Enrollment Surging as Critical Deadline for Coverage Approaches

- Covered California is open for business
- Consumers continue to enroll, as of December 13, 2016:
  - More than **139,000** new consumers have plan selected
  - **1.2 million** current consumers have renewed their plans for 2017



## News Release

Media line: (916) 206-7777

Email: [media@covered.ca.gov](mailto:media@covered.ca.gov)

FOR IMMEDIATE RELEASE

Dec. 13, 2016

### Covered California Enrollment Surging as Critical Deadline for Coverage Approaches

- *Consumers must enroll by Dec. 15 to have coverage starting Jan. 1.*
- *More than 139,000 new consumers have selected a plan during the current open-enrollment period.*
- *1.2 million current consumers have had their plans renewed for 2017.*

SACRAMENTO, Calif. — With a key deadline coming up this week, Covered California released new data on the number of people who have signed up for coverage during the current open-enrollment period, and the number of existing consumers who have had their coverage renewed for 2017.

On Monday, Dec. 12, more than 11,000 new consumers signed up for health insurance coverage through CoveredCA.com or a certified enroller, bringing this year's total to more than 139,000 new enrollees so far. Signing up soon is key because consumers must enroll by midnight on Thursday, Dec. 15 in order to have their health care coverage begin on Jan. 1, 2017.

"Covered California is open for business and consumers have two more days to get in and get the protection they deserve starting on January first," said Peter V. Lee, executive director of Covered California. "Getting covered is the best plan, and we stand ready to help consumers understand their options and determine whether they qualify for financial assistance to help pay for their coverage."

In addition to alerting consumers about the upcoming Dec. 15 deadline, Covered California also announced that more than 1.2 million of its existing consumers have had their coverage renewed for 2017.

(more)

# FEEDBACK

# MARKETING UPDATE

Collen Stevens, Marketing Director

# MARKETING: Discussion Topics

## Open Enrollment update

- Consumer sentiment research
- Enhanced media buy
- Update on Lead Capture
- Update on Member Communications Renewal efforts

# MARKETING: Consumer Sentiment Research

## Goal is to assess consumer sentiment on

- The future of ACA and Covered California, and
- The impact on enrollment decisions

## Methodology

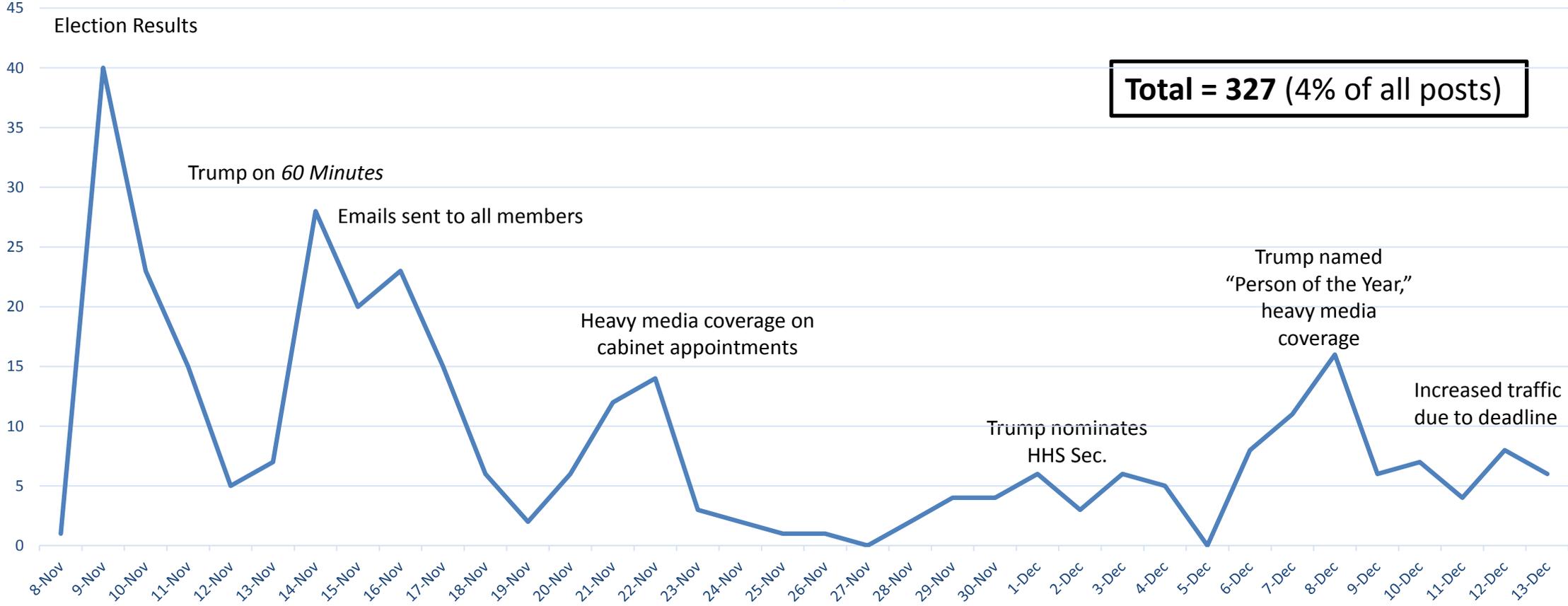
- Quantitative (online survey) and
- Qualitative (in person focus groups)
- Monitor owned social media channels

## Applying the learnings

- Results ready 1/6
- Based on findings, may adjust messaging for 1/13 in-market

# MARKETING: SOCIAL MEDIA TRAFFIC

Posts about Future of ACA/CoveredCA  
Nov. 8 – Dec. 13, 2016



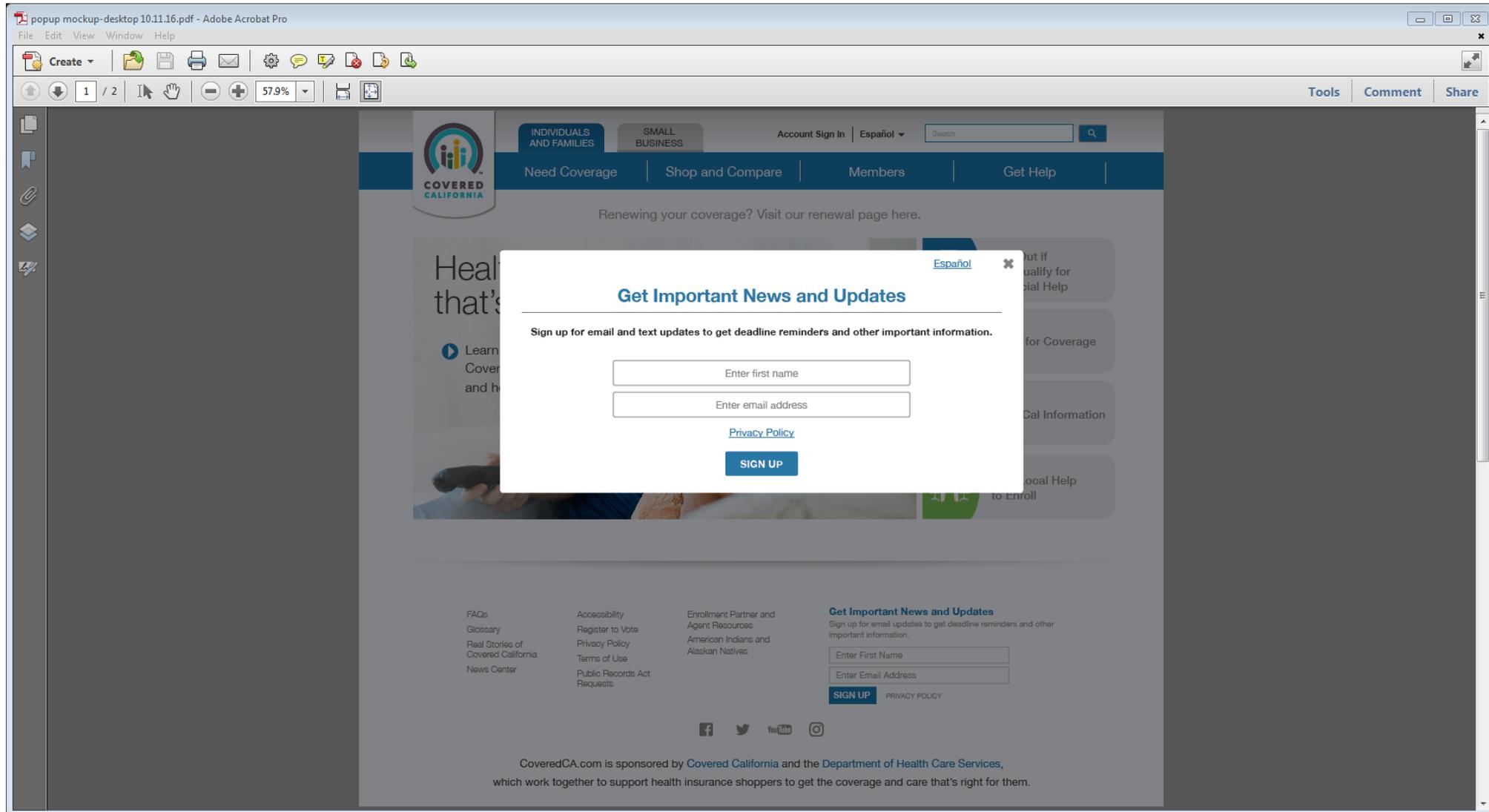
# MARKETING: Enhanced Media Buy

For a strong Open Enrollment finish, marketing is leveraging projected savings across all contracts to:

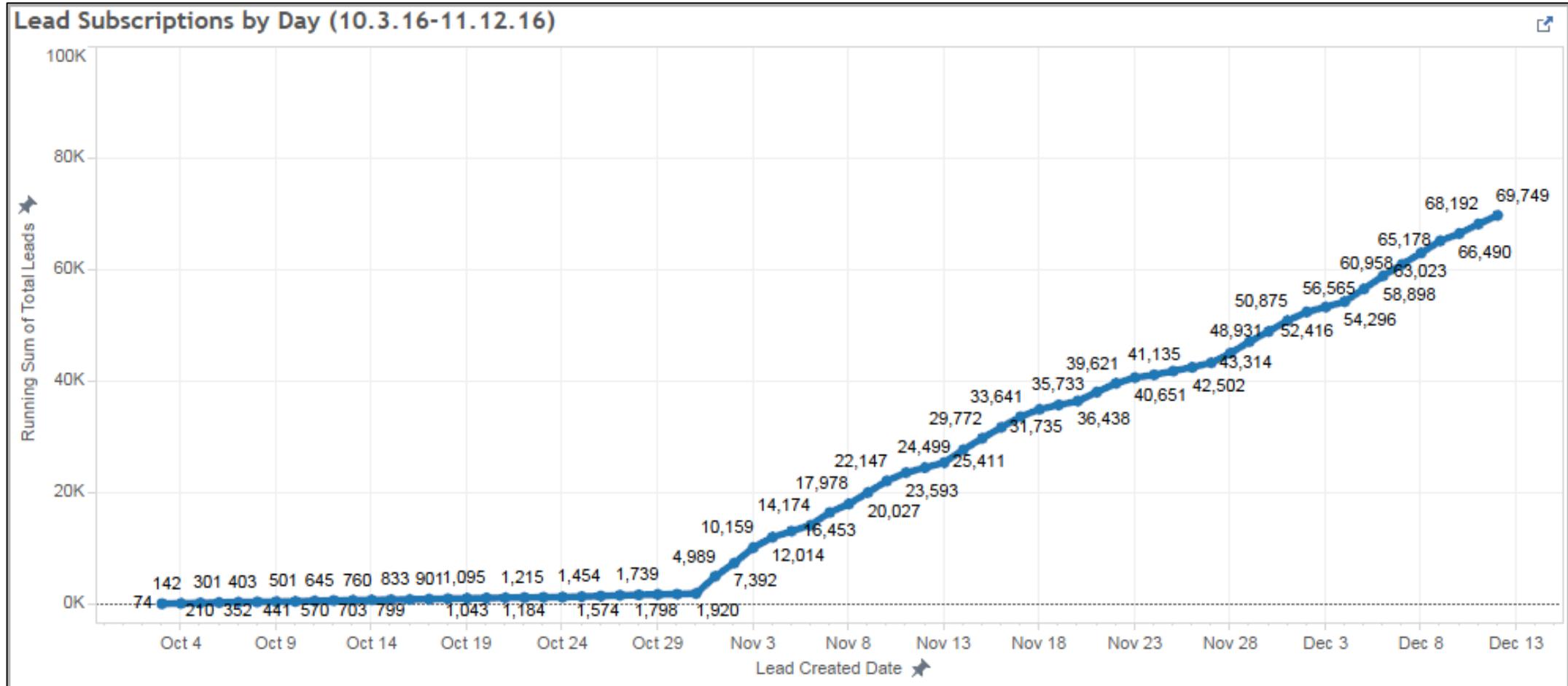
- Increase/add multi-segment and Hispanic TV and Radio buy in key markets (LA, SF, SD, Sac, Fresno and Bakersfield) the last two weeks of Open Enrollment
- Enhance Search Engine Marketing to increase traffic to CoveredCA.com with efforts optimized towards email lead capture



# MARKETING: Lead Capture



# MARKETING: Lead Capture



# MARKETING: Member Communications – Renewal Efforts

## Renewal Period

October 2016 to  
mid-December  
2016

- Objective – Maximize retention of existing members through targeted messaging encouraging members to ‘Shop and Compare’
- Messages – Segmented the membership to send relevant and timely messages during the renewal period to actively renew their health insurance
- Emails and Direct Mail – approximately 4 million emails and 1 million pieces of direct mail have been sent
- As of December 13th nearly 1.29 million members have renewed (includes both active and passive renewal)

# FEEDBACK

# CLOSING REMARKS

Anthony Wright, Chair